



Istanbul Sponsorship Prospectus

Serverless is a buzzword that has marmite appeal. For some, it points to the future of software development in a post-cloud world, and for others, it evokes memories of vendor marketeers playing buzzword bingo.

ServerlessDays is a **community-focused, single track, one-day** event that moves away from the hype and focuses on the reality serverless based solutions. It's about fostering a community locally and helping all of us learn from each other as we embrace a new way of building applications.

ServerlessDays is the evolution of JeffConf, and we are building on the success of it in 2017. We are going to be hosted in a new venue (Fark Labs in Maslak) to accommodate up to 150 attendees in a convenient and well-known location.

The Team

The ServerlessDays İstanbul organizing team consists of

- Emrah Samdan (VP of Products at Thundra)
- Serhat Can (Technical Evangelist / DevRel at Atlassian)
- Serkan Ozal (Co-founder&CEO at Thundra)
- Iren Saltalı (Co-founder&CTO at Image4IO)

Every member of the team is working on ServerlessDays in their personal capacity, and not as representatives of their employers. The organizing team members that are employed by vendors are restricted from all sponsorship negotiations to avoid any potential conflict of interest.

The Conference

Date: Friday 11 October 2019

Venue: Fark Labs (42 Maslak Ahi Evran cad. No:6 Ofis 3 Kat:1 No:1 İstanbul TR, 34398 Sarıyer)

Expected attendance: 150 people

Format

The conference mixes elements of an unconference and a more traditional conference.

Morning Sessions – Welcome, 1 keynote, 4 sessions

One-Hour Lunch

Afternoon Sessions – 4 sessions and 1 keynote

Closing remarks and happy hour

Attendee Profile

We expect our attendees to fit into one of two categories.

- Developers who are curious by nature, excited to explore new technologies and ways of doing things. The type of developer we see at serverless events works outside of their comfort zone and is often key to successfully introducing new technologies into an organization.
- Business stakeholders looking for new solutions to unsolved problems. Technology provides a business advantage, we see product managers, programme directors, and CTO's attending looking for something that can help drive their business forward.

We expect the attendees profile to be similar to that of the [Serverless Turkey meetups](#) which run every month and attract a good mix of guests, from developers and product managers at local startups, multinational organizations, global system integrators, etc. This is the first time that we are holding a ServerlessDays İstanbul so it also has a historical value to be the sponsor to the first of the many.

ServerlessDays Istanbul 2019 will be hosted in English. Hence, we expect both speakers and attendees to speak and understand the English language, although we will make sure that every volunteer and local supporter can speak Turkish as well.

Sponsorship Opportunities

To make the conference happen we need sponsors. The event is relatively no-frills to keep the budget down, but we still have costs to cover. We have a number of sponsorship opportunities.

Gold Sponsors - 20,000 TL (2 available)

Make the event happen. If you step up and take the Headline Sponsorship you will get:

- Your logo will get prominence on stage, in the venue, on the website, on the t-shirts and you'll get multiple shout outs on stage.
- All the conference videos will have your logo on them when uploaded to YouTube.
- We're getting a number of roll up banners printed that will be placed throughout the venue. Half the banners will only have the Headline Sponsors logos on them along with the ServerlessDays logo. The other banners will feature all sponsors logos.
- Bring your own banners. We'll allow you to bring two of your own banners and put them in spotlight positions.
- When your logo appears with any other gold sponsor logos it will always be at least 50% bigger than the silver sponsors logo.
- You will also get 5 tickets, including t-shirts, with your sponsorship.

Silver Sponsor - 10,000 TL (4 available)

Your company is an active supporter of the community and is looking to help us in growing the use and knowledge base around serverless platforms. The Community Sponsor will get:

- Logos on signage on stage, in the venue, on the website, on the t-shirts
- Shout outs on stage
- When your logo appears with any other silver sponsor logos it will always be at least 50% bigger than the bronze sponsors logo
- Bring your own banner. We'll allow you to bring one of your own banners and put them in spotlight positions.
- 3 tickets, including t-shirts, with your sponsorship

Bronze Sponsor - 5,000 (6 available)

Your company wants to support the community and puts his name with its best effort.

Additionally, you will get:

- Logos on signage on stage, in the venue, on the website, on the t-shirts
- Shout outs on stage
- 2 tickets, including t-shirts, with your sponsorship

Become a Sponsor

We'd love to have you as a sponsor!

To become a sponsor or learn more please contact istanbul@serverlessdays.io